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Shaker-style bottle serves up fun beverages for non-drinkers

For those who don't drink alcohol, being the partygoer carrying a bottle of water among those enjoying colorful drinks in swanky glasses can dampen the party experience.

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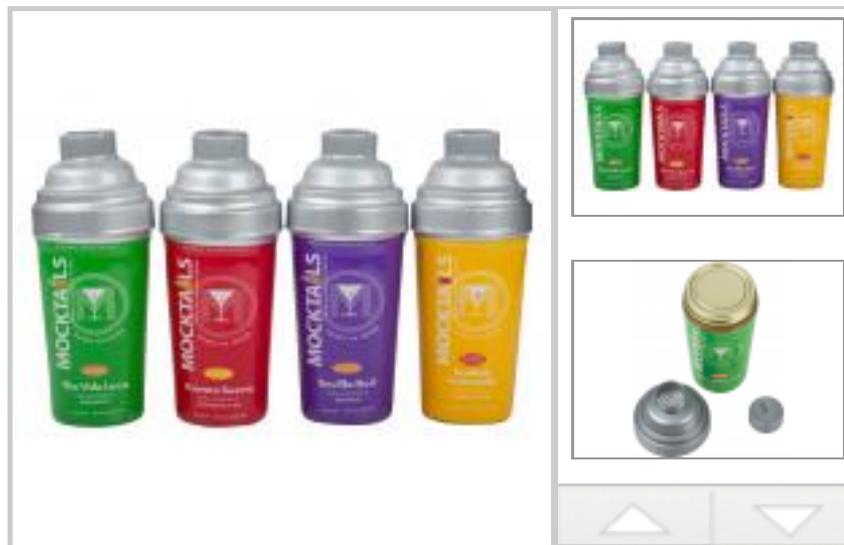


By Anne Marie Mohan, Senior Editor

That was Bill Gamelli's thinking when he conceived the idea for Mocktails—a line of colorful, exotic-looking non-alcoholic drinks that can be shaken and served from a reusable cocktail shaker into those same fancy cocktail glasses, providing non-drinkers “Drink Alternatives with Style.”

“Almost half of all U.S. adults are non-drinkers,” says Gamelli, President of Wenham, MA-based Mocktail Beverages, Inc. “Even those who do drink alcohol will occasionally abstain. We wanted to offer these people the chance to enjoy a party or special

occasion without feeling ‘different’ because they weren't drinking. For Mocktail Beverages, these people constitute a significant untapped consumer group.”



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Mocktails also appeal to those who do enjoy alcohol, as alcohol can be added to the beverage before it is served. Therefore, both drinkers and non-drinkers alike can benefit from Mocktails' all-natural, healthy ingredients.

To enhance the special-occasion feeling, Mocktails are packaged in colorful, 21-oz cocktail shakers, each containing 18 oz of beverage, or four servings. The consumer opens the bottle, adds ice—and alcohol, if desired—applies the shaker top, shakes the bottle to cool the drink, and then serves.

Mocktail Beverages worked closely with [TricorBraun](#) to develop the product packaging. Supplied by TricorBraun, the custom shaker body is glass, which Gamelli says was chosen for several reasons: Consumers view glass as an upscale packaging material, which reflects positively on the product, and glass lets the consumer see the beverage through the package.

The shaker-shaped bottle, following the hot-fill process, is sealed with a gold metal 77-mm threaded closure. A silver polypropylene shaker top with a pattern of holes at the top for pouring, and a separate, twist-on cap embossed with the Mocktails logo snap securely over the metal closure. The metal closure, shaker top, and cap are all supplied by TricorBraun.

The complete package is sealed in a full-body shrink label, converted by [21st Century Labels](#), that is printed in silver where it covers the shaker top, and in a bright color on the body, depending on product variety. The label is perforated just below the closure, so that after opening, the colorful label remains on the bottle.

“We are new to the packaging industry, and we needed a lot of assistance,” says Gamelli. “TricorBraun’s specialists were with us from the very beginning, guiding us through the challenges and advising us as we made packaging decisions.”

The Mocktails line is available in four varieties: Karma Sucra Cosmopolitan, The Vida Loca Margarita, Sevilla Red Sangria, and Scottish Lemonade Whiskey Sour, with label bodies printed, respectively, in red, green, purple, and yellow. Each drink is all-natural with no preservatives or high-fructose corn syrup, and is low-calorie (50 per serving). They are also gluten-free, allergen-free, BPA-free, kosher, and made in the U.S.A.

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